

*Virginia Educated:*  
*A Post-College Outcomes Study*  
Production survey update

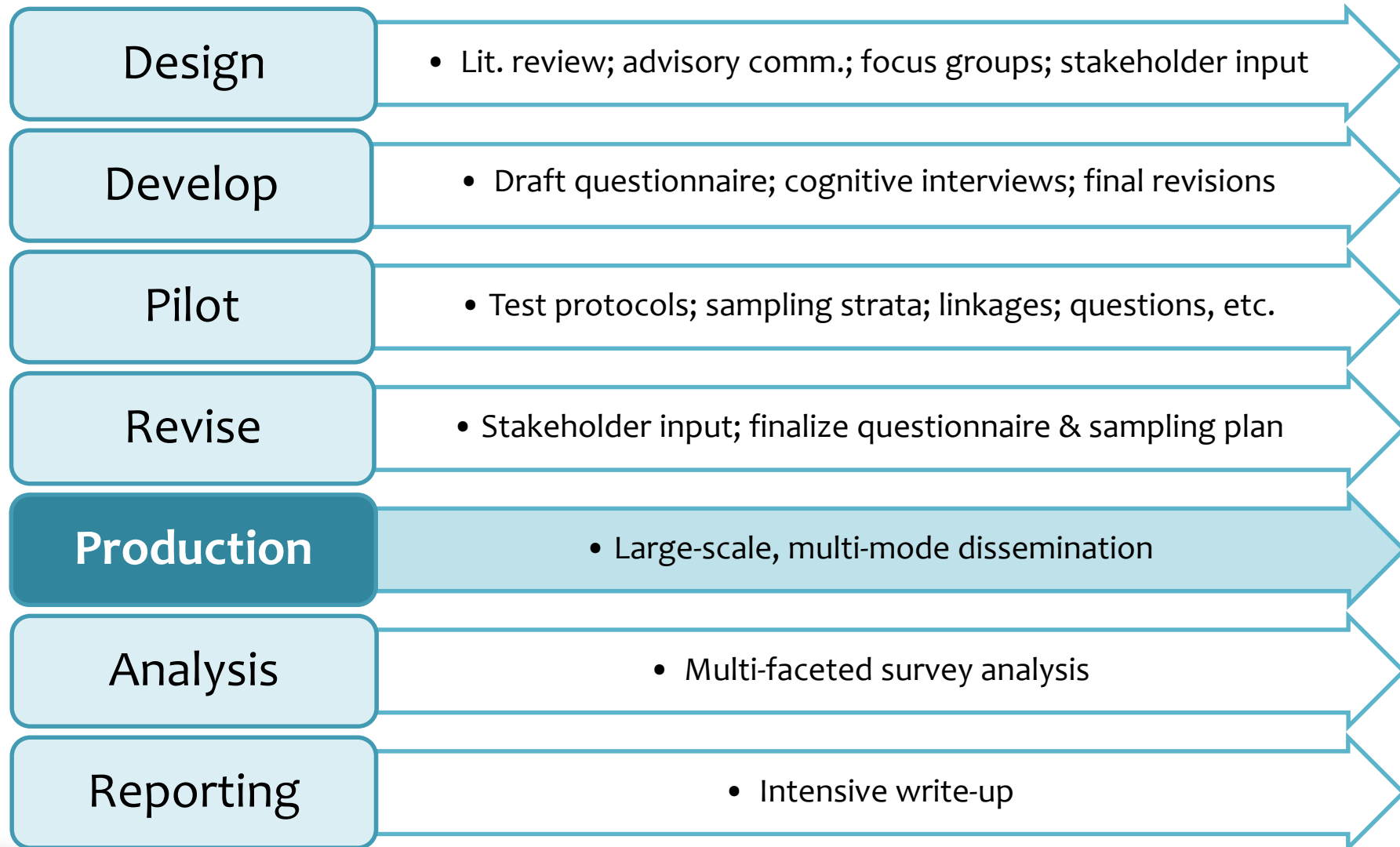
presented to the

State Council of Higher Education for Virginia

by the

Survey and Evaluation Research Laboratory, VCU

# Project Plan



# Since September 2020

---

- Final administrative clearances obtained
- Additional funding (VEDP, SCHEV)
- Lookups for 4,021 no-contact cases
- Sampling completed
- Expanded protocol: All graduates with emails potentially included in a supplement
- Data collection launched mid-December



# Two data collection efforts

---

- Probability sample (“PS”)
  - 50,495 graduates
  - Controlled for institution, race (Black/non-Black), area of study, in/out of state, email
- Email-only supplement (“EOS”)
  - Up to 52,175 eligible, invited in replicates
- Aiming for 15,000 responses (PS+EOS)



# Status on Jan. 8, 2021

---

- Probability survey – full launch Dec. 23
  - 6,988 complete
  - 88% who start are completing
  - On track with expected metrics
- Email-only – soft launch Dec. 15
  - Small initial group to gauge response
  - 81 complete out of 1,976 attempted

# Contacts: Probability sample (PS)

Date	Milestone
12/23	Contact 1: Advance letter mailed
12/30	Contact 2: Email sent to non-responders
1/2	Contact 3: Email sent to non-responders
1/19 (approx.)	Contact 4: Reminder Letter/Postcard mailed
1/27	Contact 5: Email sent to non-responders
2/3	Contact 6: Questionnaire paper packet mailed
2/10	Contact 7: Email sent to non-responders
2/17	Contact 8: Reminder Postcard/Letter mailed
2/24	Contact 9: Email sent to non-responders
3/1	Nominal last postmark date for responses
3/21	Close data collection



# First impressions

---

- Substantive responses: No reason to expect large differences from the pilot survey data
- Notable negative COVID impacts
- More than two-thirds agreeing to data linkage
- About half would be interested in being invited to participate in an ongoing panel
- Electronic gift cards more popular than in pilot



# Next steps

---

- Mailings 2, 3 and 4; emails 3, 4 and 5
- Launch larger-scale EOS wave(s)
- Paper survey booklets in Mailing 3 to...
  - All trades graduates plus a sample of other graduates
  - Also by request using a postage-paid reply card
- Close data collection by late March
- Weighting and analysis
- Report and file delivery complete by June 30





*Thank you!*  
*Questions?*

*Contact:*

*Jim Ellis, Ph.D.*

*Survey and Evaluation Research Laboratory*

*Virginia Commonwealth University*

*[jmellis@vcu.edu](mailto:jmellis@vcu.edu)*

*804-828-2839*

